

INFORMATION AND COMMUNICATION SERVICES (ICS)
NIH - TASK ORDER

RFTOP# 52 TITLE: Back to Sleep Campaign Clearinghouse

PART I – REQUEST FOR TASK ORDER (TO) PROPOSALS

A. Point of Contact Name: Lynn Salo
Phone-301-435-6962
Fax-301-402-3676

Proposal Address:

Billing Address:

NICHD, CMB
Executive Building/Rm. 7A07
6100 Executive Blvd., MSC 7510
Bethesda, Maryland 20892-7510*

Accounts Payable, OFM, NIH
Bldg 31, Room B1B39
Bethesda, MD 20892-2045

*Overnight/Handcarry
Rockville, Maryland 20852

B. PROPOSED PERIOD OF PERFORMANCE:

The period of performance for this task order is March 24, 2002 through March 31, 2003.

C. PRICING METHOD:

The National Institute of Child Health and Human Development (NICHD) anticipates awarding a fiscal year (FY) 2002 Task Order entitled "Back to Sleep Campaign Clearinghouse" under the National Institutes of Health (NIH) Information and Communication Services Indefinite Delivery Indefinite Quantity Contract (IDIQ). NICHD anticipates that the resultant award of this Request for Task Order Proposal (RFTOP) will be cost-plus-fixed fee.

The level of effort may include, but is not limited to Project Director, Information Specialist Staff, Warehouse Staff, and Administrative/Clerical support.

The Level of Effort set forth below is to serve not as a measure of the Contractor's obligation, but as a further description of the required services:

	Effort per Year
Project Director	10%
Information Specialist(s)	100%
Warehouse Staff	100%
Support Clerical Staff	10%

D. PROPOSAL INSTRUCTIONS:

The proposal shall be prepared and submitted in two Volumes: Volume I – Technical Proposal and Volume II – Business Proposal. Each of these volumes shall be separate and complete in itself so that evaluation of one may be accomplished independently of the evaluation of the other. The Government will evaluate proposals in accordance with the evaluation criteria set forth in Part G. below. It is essential that the Offeror address all evaluation criteria.

The RFTO does not commit the Government to pay any costs for preparation and submission of a proposal. In addition, the Contracting Officer is the only individual who can legally commit the government to the expenditure of public funds in connection with this proposed acquisition.

The proposal shall be signed by an official authorized to bind the Offeror's organization to perform, if a task order is awarded in response to this RFTO. The same authorized official shall also sign Part II of the Task Order document (sample attached). An original and four (4) copies of the complete proposal shall be packaged and delivered/shipped for arrival at the following address prior to the closing date as specified in Part E. below. Shipping address:

Lynn Salo, Contract Specialist
NICHD, CMB
Executive Building/Rm. 7A07
6100 Executive Blvd., MSC
Bethesda, Maryland 20892-7510*

***Overnight/Hand Carry
Rockville, Maryland 20852**

Please submit an electronic version of your proposal to Ms. Lynn Salo (ls59u@nih.gov) by 3:00 P.M., March 13, 2002.

1. Technical Proposal, Volume I

Management and Staffing Plan

Describe the overall plan for organizing, managing, and the staffing of the Clearinghouse. Areas of staffing include information specialists with experience in written and oral communication in the area of SIDS and infant death for lay and professional audiences; staff with health communication expertise who can communicate in Spanish; and have available a TDD for hearing-impaired requestors. It will be necessary to make disks available in ASCII format for printed material and be able to arrange for recording or converting NICHD documents to Braille for sight-impaired individuals.

Describe the procedures that are in place to maintain and regularly update reference files to be used as a source of information for replying to inquiries. For example, these files could contain identifiers (such as names and addresses, keywords, etc.) for targeted issues or areas of research such as: 1) voluntary organizations concerned with SIDS and infant death; 2) other community resources; 3) media contacts; and 4) sources of frequently requested non-NICHD publications. In addition

describe inventory maintenance and how a review of these materials will be done to ensure their accuracy on a routine basis.

Finally, please describe how the Project Director will work with the Government's Project Officer.

Personnel

Describe and specify types of personnel proposed to complete this project. This should include proposed duties, amount of effort, resumes, and other information pertinent to this project.

Facilities

Describe facilities, equipment, services and supplies needed to perform the warehouse functions of receiving, maintaining, shipping and managing an inventory.

Past Performance

The Government will consider the Offeror's current/past performance in managing this project under contract to HRSA. Provide comments regarding problems encountered and corrective actions take.

2. Business Proposal, Volume 2

The Business Proposal shall provide a detailed explanation of the labor categories proposed, effort hours, and Other Direct Costs and justification for each item. Please include your most current negotiated Rate Agreement. Price will not be numerically scored. The Government will perform a cost analysis utilizing appropriate techniques and procedures.

E. RESPONSE DUE DATE:

Please submit an electronic version of your proposal to Ms. Lynn Salo (ls59u@nih.gov) in addition to four hard copies plus the original by 3:00 PM, March 13, 2002.

F. TASK DESCRIPTION:

Statement of Work

The Contractor shall continue to provide warehousing and distribution services to the NICHD for the "Back to Sleep" public education campaign. The goal of this campaign is to raise public awareness to place healthy babies on their backs to sleep to reduce the risk of Sudden Infant Death Syndrome (SIDS).

The Contractor shall continue to provide the warehousing services necessary to support the "Back to Sleep Campaign." The Contractor shall continue to store, distribute, and fill requests for publications and other "Back to Sleep" campaign material. The Contractor will provide appropriate staffing and resources to accomplish the tasks in the statement of work which include:

1. Designating a Project Manager to oversee management and progress of all tasks and with responsibility for all reporting requirements (Project Manager must have experience in clearinghouse functions and have special expertise in SIDS-related information and research);
2. Processing requests received from NICHD staff, from the campaign's 1-800 line, and via e-mail including those generated in response to journal articles, magazine articles or inserts, newsletters, and other sources;
3. Fulfilling requests for status updates on campaign material orders, priority orders for outreach activities, and SIDS-related literature reviews and statistical reports;
4. Generating mailing labels, preparing packages for mailing, delivering outgoing U.S. mail at least twice a week, delivering foreign mail to the NIH mailing facility in Rockville, Maryland as needed, and tracking the progress of mailings;
5. Establishing courier services between the NICHD PICB office and the clearinghouse on a biweekly basis and additionally as needed;
6. Housing "Back to Sleep" table-top exhibits and arranging for shipping of exhibits and material to 8-10 meetings and conferences throughout the U.S.;
7. Developing a transition plan in the event that clearinghouse services are to transition to another contractor. The plan shall contain full accounting of inventory and files to be transferred and the plan for completing a smooth transition such that service is not interrupted. The transition plan shall be submitted to the Project Officer 2 months prior to the end of this contract.

Reporting Requirements

Monthly Reports

On the 10th working day of each month, the Contractor shall submit to the Project Officer a narrative progress report, an accounting report, and a report indicating telephone, e-mail, and fax activity during the reporting period. The narrative report will contain:

- significant activities with description of opportunities, problems, or difficulties that arose during the preceding calendar month,
- proposed solutions and/or steps taken to solve problems
- description, by task, of the Contractor's activities,
- publications activity and inventory report and current usage statistics for all "Back to Sleep" campaign materials
- notification of incoming deliveries to the Beltsville Service Center in Beltsville, Maryland, and the Circle Solution Warehouse in Fairfax, Virginia.

In addition, the Contractor may be required to give timely and accurate reports on the status of the toll-free line at the request of the Project Officer. Examples might be weekly evaluations of the toll-free line usage; regular updates on publicity for NICHD publications;

the number of incoming toll-free calls missed because of a busy signal; and/or an analysis of the day and time calls are received.

Final Report

At the conclusion of the contract, the Contractor shall submit a final report which summarizes the highlights and accomplishments during the contract period for each year. The final report shall contain:

- an overview as well as a section for listing each contact task,
- the status of all requests, mailings, program activities, and inventory,
- statistical summaries of all activities (cumulative costs, cost analyses and trends) for the length of the contract,
- description of any problems encountered and the successful resolution of those problems as well as recommendations and conclusions based on experience and the results obtained for the last contract year only

The final report is due on or before the completion date of the contract.

Two copies of all required reports shall be sent to the NICHD Project Officer at the address below and one copy to the Contracts Office as named on the first page:

Jill K. Center, MPH
National Institute of Child Health and Human Development
Public Information and Communications Branch
31 Center Drive, Rm 2A32
Bethesda, MD 20892-2425
301-435-3457

Contract Closeout

At the end of the contract, if applicable, the Contractor shall work with the successor to transfer all NICHD materials to the successor. Should a transition to another contractor be necessary upon completion of the contract, the Contractor shall box, pack, or crate all NICHD publications and materials for transfer as directed by the Project Officer.

By the close of the contract, the Contractor shall deliver the following:

- All reference files, working files, publications, and other materials used to respond to inquiries
- All remaining NICHD inventory
- The final report (see above reporting requirements)
- All items listed in this section shall be transferred electronically and/or sent in hardcopy according to the Project Officer. Where applicable, items in this section shall be packed in new boxes of uniform size, labeled with a unique number, and delivered along with copies of an inventory showing the contents of each box in accordance with the delivery schedule.

G. EVALUATION FACTORS

This proposal shall be rated Acceptable or Unacceptable utilizing the following factors:

1) Management and Staffing Plan:

Provide a management plan of operation for the Clearinghouse. In this plan, demonstrate the commitment to the management and success of this project.

2) Personnel

Discuss the experience of personnel in performing the tasks outlined in the Task Order description. Resumes should be included for key personnel.

3) Facilities

Demonstrate that you have adequate facilities to meet the requirements of the SOW.

4) Past Performance

Discuss some of problems that occurred during the performance of the previous contract. Provide the solution you implemented to solve each of the problems. In this narrative, discuss your ideas on how you could have improved the operation and how you will prevent future problems.

RFTOP#

TITLE:

PART II - CONTRACTOR'S REPLY: CONTRACT #263-01-D-0208

Task Order # NICS-52

Contractor:

Points of Contact:

Phone-

Fax- CPFF

Address:

TOTAL ESTIMATED COST:

Pricing Method:

TOTAL ESTIMATED NUMBER OF HOURS:

PROPOSED COMPLETION DATE:

FOR THE CONTRACTOR: _____
Signature Date

SOURCE SELECTION:

WE HAVE REVIEWED ALL SUBMITTED PROPOSALS HAVE DETERMINED THIS FIRM
SUBMITTED THE BEST OVERALL PROPOSAL AND THE PRICE/COST IS REASONABLE.

Billing Reference # _____

Appropriations Data: _____

(ATTACH OBLIGATING DOCUMENT IF AN ROC WILL NOT BE USED.)

RECOMMENDED: _____
FAX # Signature - Project Officer Date

APPROVED: _____
FAX # Signature - Contracting Officer Date

NIH APPROVAL -

CONTRACTOR SHALL NOT EXCEED THE ESTIMATED LABOR HOURS OR ESTIMATED
TASK ORDER AMOUNT WITHOUT THE WRITTEN APPROVAL OF THE CONTRACTING
OFFICER & ICS COORDINATOR

APPROVED: _____
Signature –Anthony M. Revenis, J.D., NIH-ICS Coordinator Date